

TCCONNECTS

WASHINGTONIANSTOWASHINGTON

2010 REVENUE SOURCES



2010 EXPENSES



2007-2010 REVENUE GROWTH



WHILE 2010 PROVIDED SOME SIGNS that the economy has started a slow recovery, we're certainly not in booming times. But Transportation Choices Coalition has remained on stable financial footing despite the poor economic picture. We've focused on diversifying our funding base by securing new grants and identifying ways to cultivate our individual, corporate, and organizational memberships. This has allowed us to continue grow our reserve account, which currently stands at just under four months operating expenses.

These condensed financial statements are presented for information purposes only. TCC is audited annually by the firm of Peterson Sullivan LLP. Audited financial statements are available upon request.

**THANK YOU FOR YOUR SUPPORT!**

“ **3 SUCCESSFUL TRANSIT BALLOT MEASURES**  
 10,000 INDIVIDUALS EDUCATED  
**125 ATTENDEES AT TRANSPORTATION ADVOCACY DAY**  
 5 BIG POLICY IDEAS ADOPTED  
**100 “ON THE MOVE” PARTICIPANTS**

Transportation Choices Coalition had a lot of great successes in 2010!

This is our second year of producing an annual report to tell you about the work we do to educate, advocate, and develop policies to make it easier for Washington residents to drive less. For our supporters, we hope it will give you a clearer picture of the strength of the organization and the direction we're heading.

For those of us on the staff and board of TCC, 2010 was a year of change. In this report, we want to introduce you to new staff and board members and give you more information about some exciting new programs. The only constant around here is change!

We believe our organization is only as strong as our most recent ballot victory, the implementation of our newest policy idea, or the recruitment of our newest member. We're proud of our work in 2010 and know that, although the challenges ahead of us are great – statewide bus cuts, Eyman initiatives, anti-rail activists in Bellevue and Vancouver – we face those challenges head on as a bigger, tougher, and stronger organization than we've ever been.

Thank you for your support and hope that you enjoy reading our report.

Kathy Huckabay  
 Chair : Board of Directors

Rob Johnson  
 Executive Director

**OUR WORK IS TO DEFINE A FUTURE** for Washington that offers real transportation choices to connect people with jobs, housing, communities, and each other.

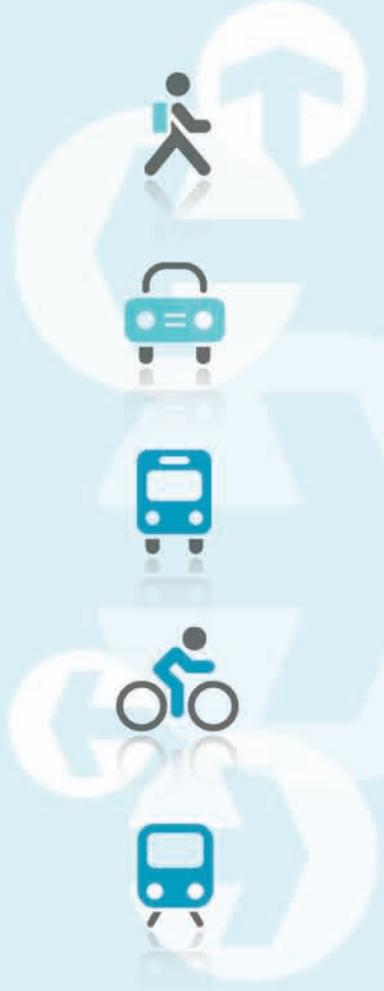
**TRANSPORTATION AFFECTS EVERYONE IN WASHINGTON** – companies and commuters, families and financiers, transit agencies and tree huggers.

- > 52% of climate change emissions in Washington come from transportation.
- > 1 in 3 Washingtonians do not get enough physical activity.
- > Time wasted stuck in traffic costs Americans \$1.5 billion every year.

Transportation Choices is the only organization that brings together disparate interests from across the state to work toward a common goal. We are active participants in both grassroots efforts and high-level decision-making processes.

- > We work with legislators in Olympia to make transit a priority for our state.
- > We help cities and towns find creative ways to build and maintain sidewalks and bike lanes.
- > We support citizens and community groups who want to build the connections that make their communities work.

FOR EVERY **\$1.50** OUR MEMBERS INVEST,  
WE HELP PROVIDE **\$25,000** IN TRANSIT,  
BICYCLE AND PEDESTRIAN INVESTMENTS



Washington's transportation system is in crisis. Our infrastructure is crumbling, and public transit agencies are poised to drastically reduce or eliminate service at a time when transportation choices are crucial to the continued health of our environment and our communities. TCC – in collaboration with Futurewise – has responded to these pressing challenges by launching Transportation for Washington (T4W). T4W is a two-year campaign to encourage direct and immediate action on three key priorities.

**INCREASE TRANSIT SERVICE**

When transit cuts are unavoidable, they should be made with rider input and with the goal of affecting the fewest people possible. To prevent further cuts – and lay the groundwork for future transit expansion – the state must provide agencies with funding options that are more sustainable and equitable than the current sales tax.

**FIX IT FIRST**

Washingtonians deserve to travel on safe roads and bridges. The state must ensure that our existing infrastructure is safe and usable before new projects are undertaken. The new investments we do make must create jobs, spur economic growth, and improve the safety of our communities.

**BUILD HEALTHY COMMUNITIES**

A robust, efficient transportation system is essential to healthy communities: neighborhoods that are affordable, have clean air and water, and enable residents to be active.

T4W will strive to engage citizens who are affected by transportation policy in the debate about how to shape it.



“ I haven’t seen any other organization step up the way Transportation Choices has. It’s easy to walk in with a sword and a scepter and make demands; it’s much harder to walk in with an identification of the problem and some possible solutions.”

Carl Jackson  
Supervisor,  
South Lake Union Streetcar  
Regional Transit Task Force Member

LAST YEAR, WE WERE INTRODUCED TO CARL, A REPRESENTATIVE OF ATU 587, THROUGH OUR ORGANIZATION’S PARTICIPATION IN KING COUNTY’S AWARD-WINNING REGIONAL TRANSIT TASK FORCE. TCC HAS WORKED CLOSELY WITH LABOR TO FIND WAYS TO PRESERVE OUR TRANSIT SYSTEMS IN THIS TIME OF CRISIS.

“ Statewide, public transportation has a good story to tell, and I think oftentimes it is better told by someone other than the service provider. TCC speaks to the benefits of public transit to statewide constituents.

Richard Walsh  
General Manager  
Whatcom Transit

TCC WORKED WITH WHATCOM TRANSIT ON THEIR APRIL, 2010 BALLOT MEASURE TO SAVE SERVICE. WHEN THAT BALLOT MEASURE FELL JUST SHORT, WE WORKED WITH THE CITY OF BELLINGHAM TO BUY BACK SUNDAY SERVICE THROUGH A VOTER-APPROVED MEASURE.



We're really fortunate to have TCC in this community. There's a lot going on in Tacoma with transportation planning advocacy, and having TCC here adds another dimension to the great work that's already being done.

Chelsea Levy  
Former Metropolitan  
Development Director  
Tacoma-Pierce County  
Chamber of Commerce



Everything TCC does is vitally important, but from my perspective the most important thing they do is their advocacy in Olympia. At every point in the legislative process, they [empower] the people of Washington to speak with their legislators in an authentic way about the kind of transportation system we need.

Marko Liias  
Washington State House  
of Representatives



IN 2010, TCC WORKED WITH THE TACOMA-PIERCE COUNTY CHAMBER OF COMMERCE ON A VARIETY OF TRANSPORTATION ISSUES, INCLUDING A MAJOR UPDATE OF THE TACOMA MOBILITY MASTER PLAN AND PIERCE TRANSIT'S REDESIGN AND SUBSEQUENT BALLOT MEASURE.

REPRESENTATIVE LIIAS SAW FIRSTHAND THE EFFECTS OF BUS SERVICE CUTS WHEN HIS LOCAL AGENCY, SNOHOMISH COUNTY'S COMMUNITY TRANSIT CUT SUNDAY SERVICE IN 2010. AS THE VICE CHAIR OF THE HOUSE TRANSPORTATION COMMITTEE, HE CONTINUES TO BE THE STRONGEST VOICE FOR TRANSIT IN THE STATE LEGISLATURE.

**Rob Johnson**  
Executive Director

Rob is a rare bird: a fifth generation Seattleite. In a place defined by an influx of professionals from across America, Rob is old school. Since his family settled on Capitol Hill at the turn of the century, the city has grown from meadows to metropolis. After stints in transportation planning in DC and LA, it was his desire to help Seattle develop into a vibrant, and mobile, city that led Rob to Transportation Choices in 2004. Though basketball is a passion, there never was much danger of losing Rob to the NBA. Rob's true talent is in keeping bus and rail services in front of our legislators and planners. He is the facilitator, the fundraiser, the public face – the nuts and bolts guy. The NBA's loss is Seattle's gain.

**Carrie Dolwick**  
Policy Director

Carrie joined Transportation Choices in December of 2010, just in time for the 2011 legislative session. It's a tough job advocating for anything in Olympia these days, but Carrie has the chops; she's a graduate of the University of Washington's Evans School for Public Administration and a veteran advocate for energy and the environment. She also has the passion. Carrie loves getting around the region by bike and transit and even rides PT when she travels. "Transit is a great way to get to know a place. You get to experience the neighborhoods, see the real people who live there, and see how they treat you and each other."

**Viet Shelton**  
Campaign Director,  
Transportation for  
Washington

Though Viet says he "fell into" transportation work during his eight years as a senior advisor for former Seattle mayor Greg Nickels, he is passionate about Transportation for Washington's mission and believes that a good transportation system considers the needs of all citizens. "If you provide a huge menu for people, you eventually capture everyone."

For Viet, it's all about moving people and goods in the most practical and efficient way possible. "I don't consider myself a transportation nerd," he says. "I'm not an extreme true believer for transit or any particular mode. If we moved to non-pollutant jet packs, I'd be cool with that, too."

**Carla Saulter**  
Membership Manager

Carla is the newest addition to our team. A long time TCC member, she is responsible for growing and cultivating our membership base. The author of the blog *Bus Chick*, Transit Authority, Carla hopes to bring some of her enthusiasm for all things transit to TCC. She admits to an obsession with what she calls "transit culture" and believes that getting people out of their cars is not about convincing them why they should; it's about showing them why they want to. "There's plenty of propaganda promoting cars as the best way to get around. Those of us who ride buses and trains regularly know what everyone else is missing."

**Andrew Austin**  
Field Director

Andrew was raised in Bellingham (land of the barefoot bicyclists) but didn't start thinking about the importance of transportation choices until he moved to Tacoma for college. "I didn't have a car. That's when you start to really think of things like, 'Where do the buses go? Where can I get to on my bike?'"

Andrew still lives in Tacoma, and his job as field director takes him all over the state for meetings and outreach. With the exception of a few Zipcar rentals, he manages these travels without a car – using buses and trains as mobile offices when necessary. "When I'm riding the bus a lot for work," he says, "I really make that time productive."

**Shefali Ranganathan**  
Director of Programs

First, a little secret... "When I first met my husband, Murari, he had a silver Mustang, a convertible. He drove that thing everywhere. Right away I said 'I can never be seen in this...'" Love has its price – nowadays, the Mustang gathers dust. Just as she has done for communities and individuals all over the state, Shefali showed Mustang Murari how leaving the car at home can free you up, socially and economically. As Transportation Choices' outreach wonder woman, Shefali turns the transit bureau-speak into information we can all understand. "It's about bringing all this policy and funding stuff down to a personal level."

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THANKS FOR EVERYTHING YOU DO TO SUPPORT THE  
TRANSPORTATION CHOICES COALITION

We would like to thank our team of Jay Drowns, Mary LaFleur, and Carla Saulter for their efforts in making our second annual report a reality.



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## CONNECT WITH TCC

**OUR WORK BRINGS RESULTS.** We can turn a handful of quarters into tens of thousands of dollars in transportation investment: buses, trains, sidewalks, bike lanes, and safer roads.

**MORE** transportation **CHOICES** mean **MORE TIME** for yourself and your family, **MORE MONEY** in your pocket, and a cleaner environment.

We are working hard to preserve Washington's economic, environmental, and social health, but we can't do it without you. Renew your membership today to ensure that our state continues to give transportation choices the priority they deserve.

**GET ON BOARD!**

WHERE ARE WE HEADED?  
IT'S UP TO **YOU!**

